



An Introduction to eXp Realty

What We Will Cover



Who We Are



Our Business Model



eXp World



eXp Solutions



Joining eXp

Who We Are

How We Made it to Today



Founder and CEO

- Glenn Sanford had important roles at Internet start-ups before launching a real estate career in 2002.
- In his fourth year in real estate with a major national franchisor, his team closed more than \$60 million in real estate by connecting with consumers online.
- Glenn believed that agents and brokers do the heavy lifting in real estate and deserve benefits of being a shareholder and income based on the level of their contribution.
- In 2009, Glenn founded the first cloud-based brokerage — eXp Realty.



eXp Realty
is founded



Featured in
Swanepoel Trends
Report



eXp World Holdings
becomes publicly
traded company



eXp Realty launches
Agent Equity Program &
ICON Agent Award



eXp Realty reaches 10,000
agent milestone; named to
2018 Glassdoor Best
Places to Work



Inman Innovator
Award Winner
for Broker Owner



2009

2010

2011

2012

2013

2014

2015

2016

2017

2018



eXp Realty celebrates
its first year and first
11 open states



Founder and CEO,
Glenn Sanford, is recognized
as one of the Top 100 Most
Influential in Real Estate



eXp Realty launches
in Canada



eXp Realty triples
agent count in a
single year

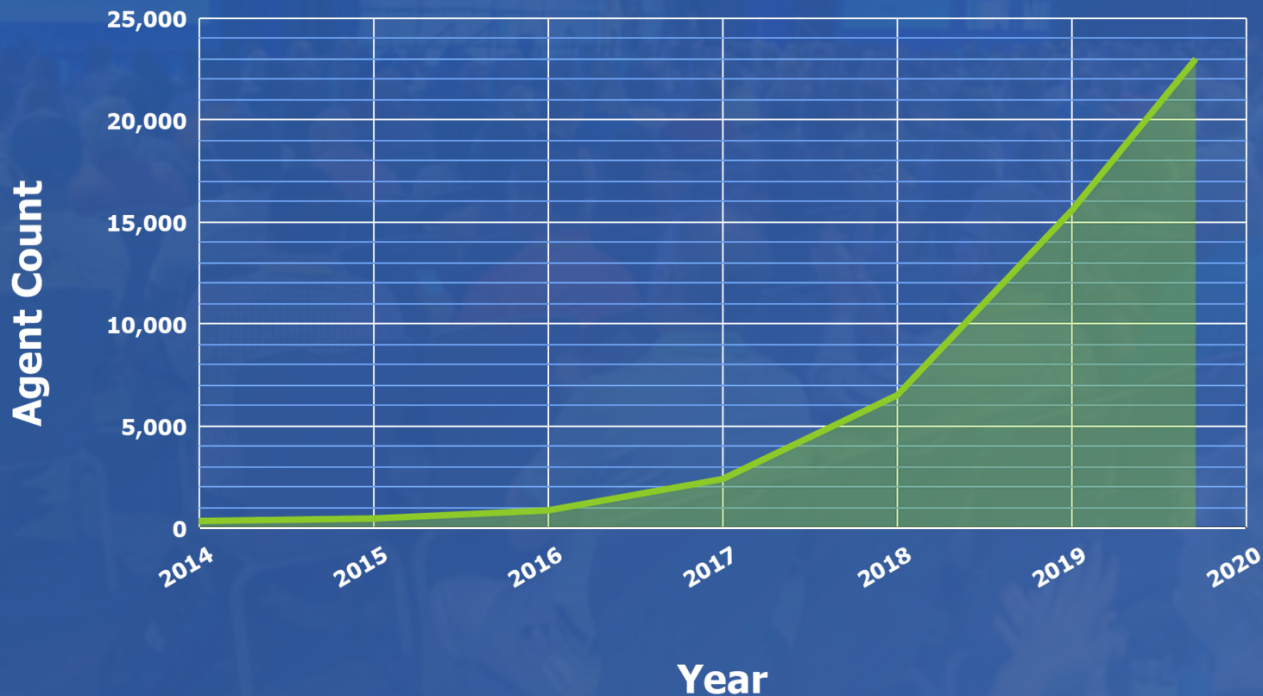


eXp World Holdings
joins Nasdaq; eXp Realty
open in all 50 states

eXplosive Growth

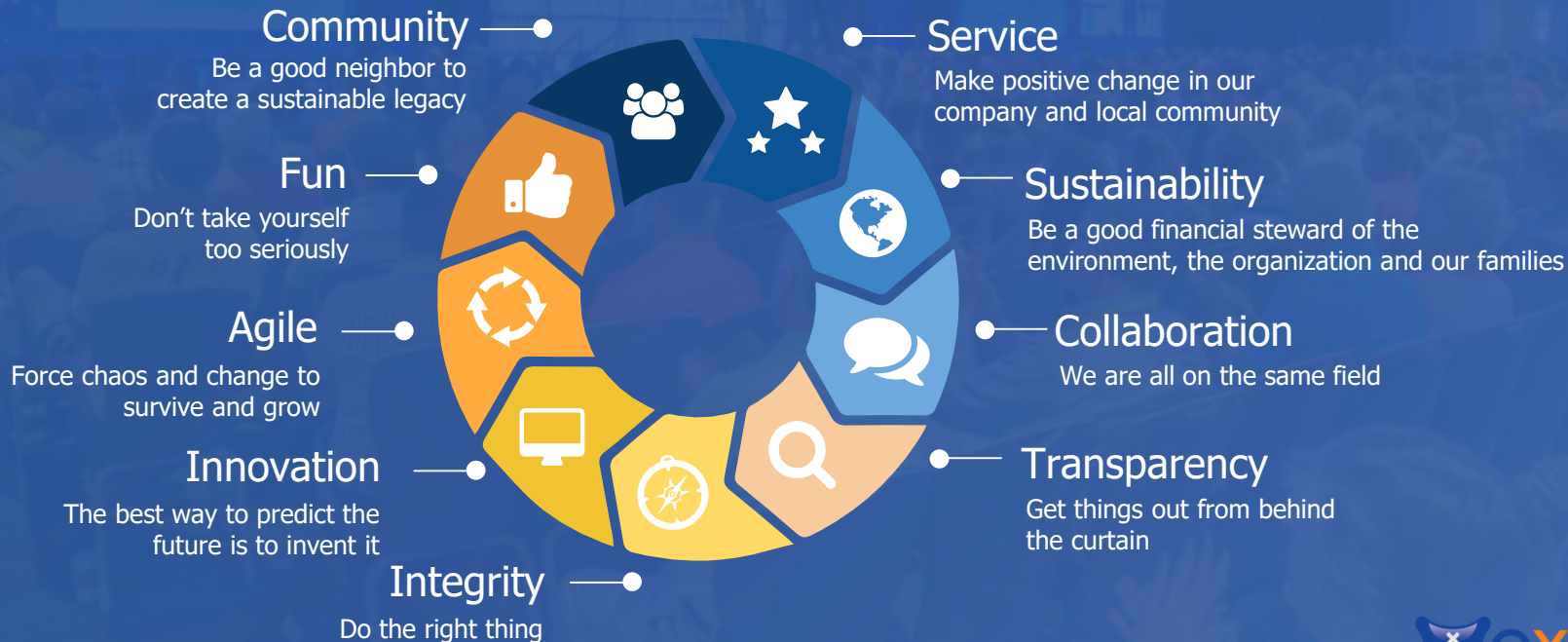
Agent count rockets to more than 23,000 agents across 50 U.S. states and 6 Canadian provinces

*As of October 2, 2019



eXp Realty Core Values

Beliefs that shape our culture



Our Business Model



Innovation Is Always Happening

eXp Realty is innovating in the real estate brokerage space

Brick & Mortar Locations

Anytime, Anywhere



NETFLIX



amazon

Traditional
real estate brokerages



One Brokerage, Not a Franchise

eXp Realty is one international company changing the industry

Typical Franchise



Costly Overhead

Franchise and Desk Fees



Locally Confined

Smaller Referral Network



Inconsistent Growth Incentives

Minimal Opportunities for Ownership



Limited Technology & Support

Few Tools and Support Resources



Cloud Campus Environment

No Desk Fees and Work From Anywhere



Live Training

40+ Hours Weekly Online Training



Real-time Support

Specialized Support Teams Ready to Help



International Collaboration

Expansive Referral Networks and Education



Powerful Equity Opportunities

Revenue Share and Stock Equity Programs

Cloud Campus Environment

- No desk fees
- Work from anywhere
- Cut overhead brick-and-mortar costs
- No expensive leases means the company can invest in agent support and technology
- Paperless transactions
- Get instant access to training and support



Our Business Model



Cloud
Campus

Live
Training

Real-Time
Support

International
Collaboration

Equity
Opportunities

Live Training

- More than 40 hours of live training each week
- Learn from industry experts and top producers about:
 - Sales and listings
 - Lead generation
 - Social media
 - CRM and technology tools
- Tap into an archive of recorded sessions



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Real-Time Support

- Quick, on-demand support services
- Live support from eXp Realty's agent services, technology and finance experts
- Transaction specialists available wherever an agent or team is located
- Support teams online and available weekdays from 6 a.m. - 5 p.m. PT / 9 a.m. - 8 p.m. ET



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International Collaboration

- Interact and learn from other top professionals in the company
- Build teams across provinces and states with one nationwide cap
- Host and participate in daily, live online gatherings
- Benefit from a powerful referral network
- Share best practices among peers



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Equity Opportunities

- Agents can become shareholders at eXp Realty
- NASDAQ: EXPI

Sustainable Equity Plan

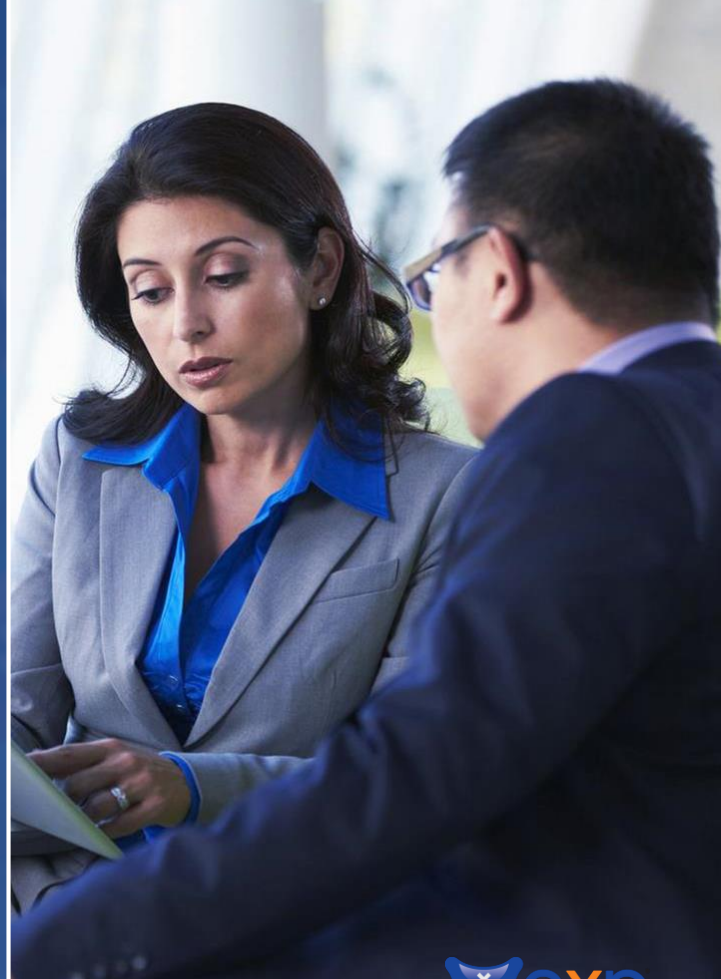
- Earn shares on your first transaction
- Earn shares when you fully cap
- Earn shares when an agent you sponsor closes their first transaction

ICON Agent Award

- Up to \$16,000 in stock upon the achievement of certain production and cultural goals within your anniversary year

Agent Equity Program

- Enroll to be paid 5% of every transaction commission with stock at a 10% discount



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Agent Voice in the Company



The Agent Advisory Council (AAC) is made up of 12 nominated and selected eXp Realty agents and brokers from a variety of production levels and locations.

The AAC ensures that the voice of the agent is heard at the highest levels of the company. It benefits shareholders while providing new ways for our senior leadership to obtain additional insight as our company grows.



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Revenue Share Plan

eXp Realty agents can receive revenue share income from the sales activity of the productive agents they sponsor into the company.

Agents earn based on adjusted gross commission income (AGCI) from the sales transactions closed by a personally sponsored capping agent and productive agents in their overall group.

AGCI is dynamically calculated each month so eXp Realty pays out and retains 50% of company dollar.

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Revenue Share Plan Chart

| Tiers | eXpansion Share % of AGCI | eXponential Share % of AGCI | Personal Qualifying Agent Count Needed | Personal Qualifying Agent Requirement |
|--------|------------------------------|--------------------------------|---|--|
| Tier 1 | — | 3.5% | 1+  | FLA |
| Tier 2 | 0.2% | 3.8% | 5+  | FLA |
| Tier 3 | 0.1% | 2.4% | 10+  | FLA |
| Tier 4 | 0.1% | 1.4% | 15+  | FLQA |
| Tier 5 | 0.1% | 0.9% | 20+  | FLQA |
| Tier 6 | 0.5% | 2.0% | 25+  | FLQA |
| Tier 7 | 0.5% | 4.5% | 40+  | FLQA |

AGCI = Adjusted Gross Commission Income **FLA** = Front-line Active **FLQA** = Front-line Qualifying Active

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eXp World

Transforming the Real Estate Experience



Welcome to Our World

eXp World is the real estate office of the future, but available today. A cloud campus environment where agents can meet and learn together, no matter where they might be located.



Explore the Community



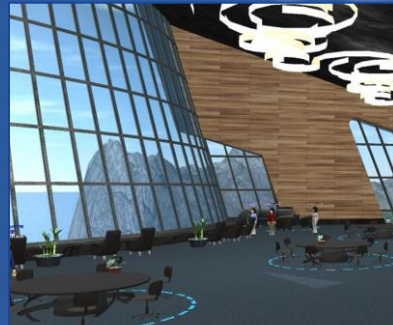
Real-Time Support



Specialized Departments



Team Collaboration



Information Sharing



Daily Training



Large-Scale Meetings

Work Anywhere, Anytime



Jump in a meeting or learn on the go with eXp Realty agents everywhere.

Agents gain instant, live support from eXp's agent services, technology and finance experts ... all from wherever an agent or team is located.



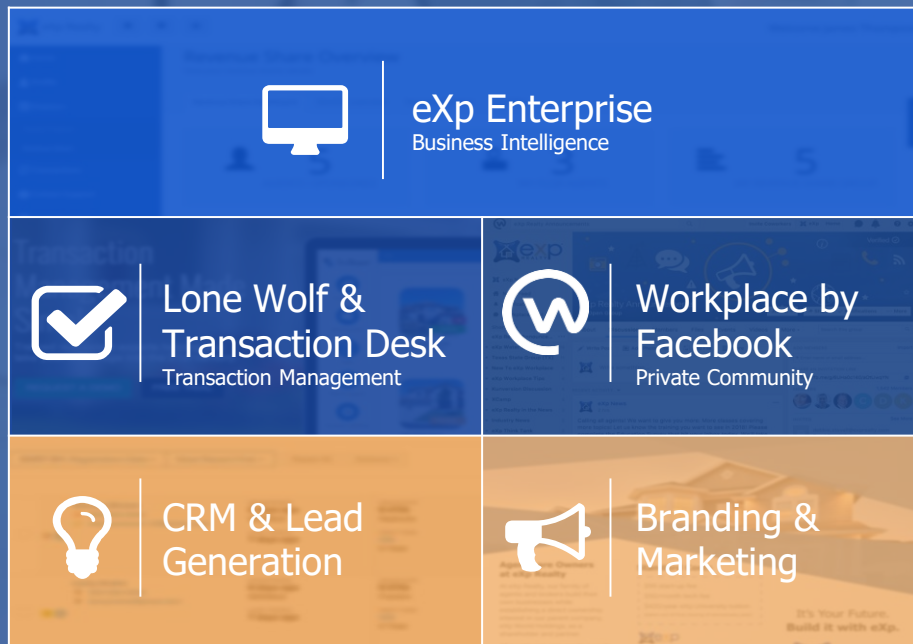
eXp Solutions

Tools for Productive Agents



eXp Solutions

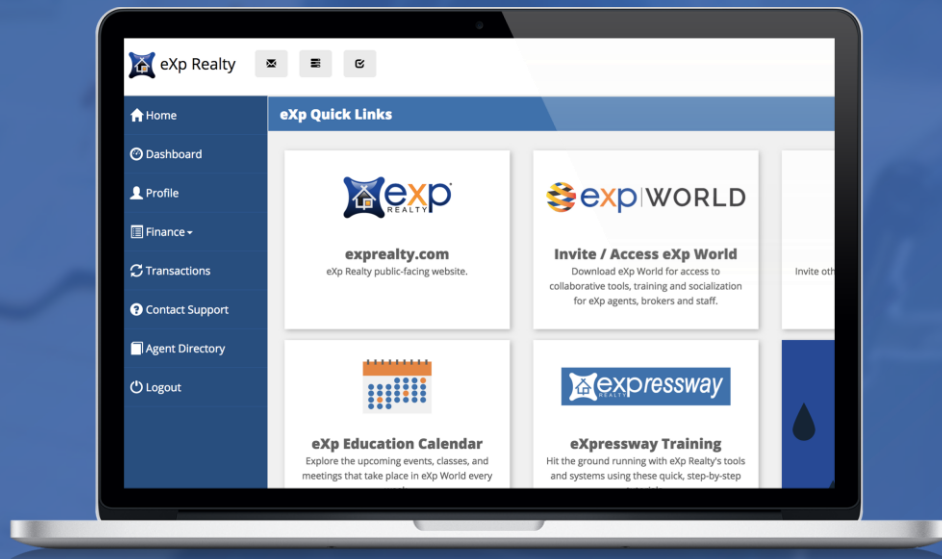
The best tools and services to grow a real estate business



eXp Enterprise

Enterprise gives agents autonomy and greater visibility into metrics and business intelligence that's crucial to their needs.

- View agent details
- See commission and cap status
- Review agent equity awards
- Get real-time performance reports



Agent Solutions



Enterprise

Lone Wolf &
Transaction Desk

Workplace

CRM &
Lead Gen

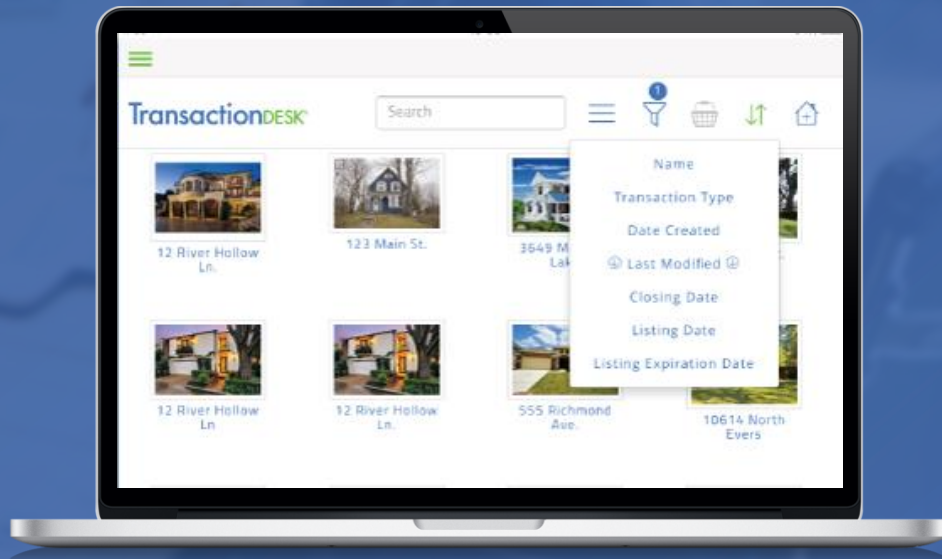
Marketing
& Branding



✓ Lone Wolf and Transaction Desk

Lone Wolf and Transaction Desk allow agents to manage their transactions from beginning to close — totally paperless.

- Review transactions from any device
- Sign documents digitally
- Run your business with top-grade security features



Agent Solutions

Enterprise



Lone Wolf &
Transaction Desk

Workplace

CRM &
Lead Gen

Marketing
& Branding



@ Workplace by Facebook

Workplace is an easy-to-use collaboration platform, a lot like Facebook, but built for the world of work.

- Discuss topics and projects
- Share announcements
- Communicate instantly with your team and others across the company
- Broadcast live video and view past recorded videos



Agent Solutions

Enterprise

Lone Wolf &
Transaction Desk



Workplace

CRM &
Lead Gen

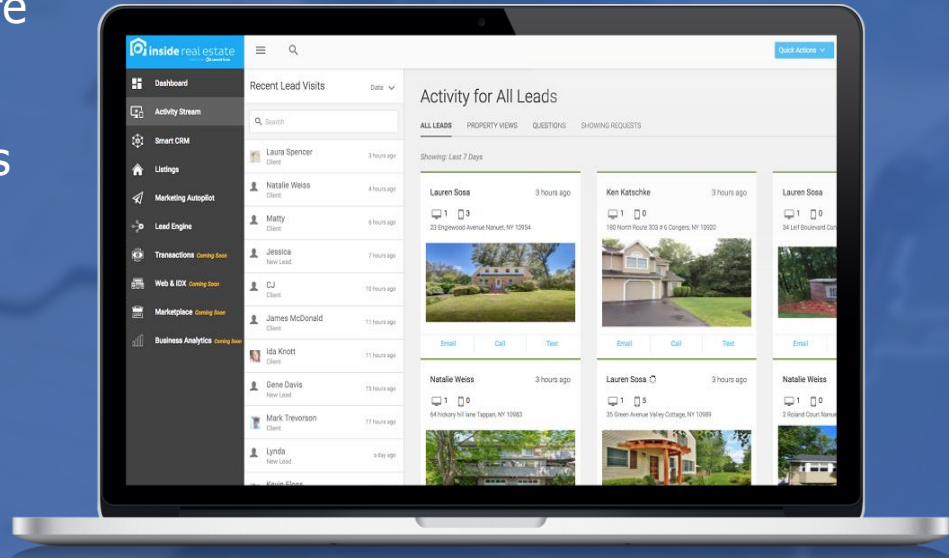
Marketing
& Branding



CRM & Lead Generation

Agents and teams use eXp provided tools daily to drive more leads and deals. Manage customer interactions and share property information.

- Powerful lead generation platforms provided at no additional cost
- Integrate listings with your own WordPress website
- Optional in-house lead generation program



Agent Solutions

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Lone Wolf &
Transaction Desk

Workplace



CRM &
Lead Gen

Marketing
& Branding



Marketing & Branding

eXp Realty provides templates to market your business. With the flexibility and creativity to co-brand your design in the way you feel works best. Business cards, brochures, signage and more!

Business Cards



Brochures



Signage



Agent Solutions

Enterprise

Lone Wolf &
Transaction Desk

Workplace

CRM &
Lead Gen



Marketing
& Branding



Joining eXp

Become a Shareholder



Join the Company Everyone is Talking About

"The Amazon of
Real Estate."



"eXp Realty Accelerates
Its Already Significant
Growth Throughout
North America."

MarketWatch

"Team recruitment drives
eXp's strong agent
growth in Q3."

inman

"eXp Realty Named
a Best Place to Work
in Glassdoor's 2018
Employees' Choice
Awards."



"The Amazon Model of
Zero Physical
Infrastructure: Real
Estate—You're Next."

Medium

"eXp World Holdings:
Attempting To Disrupt
The Real Estate
Brokerage Status Quo."

Seeking Alpha^Q



No desk fees, royalty fees or franchise fees

Commission & Cap

- 80/20 commission split
- \$16,000 cap

After that earn 100% commission for the remainder of anniversary year ¹

¹ \$285 capped transaction fee. Once capped transaction fees total \$5,700 then the capped transaction fee is reduced to \$75.

Standard Costs

- \$199 start-up fee
- \$99/month tech fee
- \$40/month eXp University fee
- \$29 broker review ²
- \$17 risk management fee ³

² Per transaction.

³ \$200 annual cap. May vary by area.

Note: GST applies to all services

Production Matters at eXp

eXp Realty is a top-ranked, residential real estate brokerage

THE
REALTRENDS
FIVE HUNDRED
2019



#1

Top Movers: Transactions

Ranked by largest increase in closed sides from 2017 to 2018

#4

Closed Transaction Sides

Ranked by closed transaction sides for 2018

#3

Top Brokerage: Agent Count

Ranked by agent count on Dec. 31, 2018

#2

Top Movers: Volume

Ranked by largest increase in closed sales volume from 2017 to 2018

#5

Closed Sales Volume

Ranked by closed sales volume for 2018

#4

Top Brokerage: Sides

Ranked by residential transaction sides for 2018

#2

Largest Independents

Ranked by closed transaction sides for 2018

#5

The Billionaires' Club

Ranked by at least \$1 billion of closed sales volume in 2018

#6

Top Brokerage: Sales Volume

Ranked by residential sales volume for 2018





Become a Shareholder

Talk to your sponsor, or apply
today at join.exprealty.com